**In the Claims:**

Please amend the claims as follows:

Claims 1-12: (cancelled)

13. (original) A gaming apparatus comprising:

a housing;

a value-input device that is capable of allowing a player to deposit a medium of value;

an input device that allows said player to make a wager;

a gaming apparatus reel rotatable about an axis and having an outer circumferential region;

a motor capable of rotating said gaming apparatus reel;

a flexible display mounted on said outer circumferential region of said gaming apparatus reel, said flexible display having a flexibility that allows said flexible display to be elastically bent from a substantially straight configuration to a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said gaming apparatus reel at two points separated by an angular displacement of about ninety degrees, and wherein said flexible display is adapted to display an indicium to said player of said gaming apparatus;

a display driver for controlling said flexible display;

a slip ring drum rotatable about said axis of said gaming apparatus reel, wherein said slip ring drum includes a plurality of electrical conductors;

a plurality of electrically conductive brushes operatively coupled to said slip ring drum;

a controller operatively coupled to said value-input device, said input device, said motor, and said electrically conductive brushes, said controller comprising a processor and a memory operatively coupled to said processor;

said controller being programmed to detect a deposit of a medium of value by said player;

said controller being programmed to detect a wager by said player;

said controller being programmed to cause said indicium to be displayed on said flexible display;

said controller being programmed to cause said motor to spin said gaming apparatus reel;

said controller being programmed to cause said motor to stop said gaming apparatus reel;

said controller being programmed to determine a value associated with an outcome of a gaming apparatus game; and

a payout tray to tender value to said player.

14.    (original)  The gaming apparatus of claim 13 wherein said controller is further programmed to dynamically change said indicium displayed on said flexible display.

15.    (original)  The gaming apparatus of claim 13 wherein said flexible display comprises a flexible liquid crystal display.

16.    (original)  The gaming apparatus of claim 15 wherein said controller is further programmed to dynamically change said indicium displayed on said flexible liquid crystal display.

17.    (original)  The gaming apparatus of claim 13 wherein said flexible display comprises a flexible light emitting diode display.

18.    (original)  The gaming apparatus of claim 17 wherein said controller is further programmed to dynamically change said indicium displayed on said flexible light emitting diode display.

19.    (new)  A slot machine comprising:

a housing;

a value-input device adapted to allow a player to deposit a medium of value;

an input device that allows said player to make a wager;

a slot machine reel rotatable about an axis and having an outer circumferential region;

a flexible display mounted on said outer circumferential region of said slot machine reel, said flexible display having a flexibility that allows said flexible display to be elastically bent between a substantially straight configuration and a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said slot machine reel at two points separated by an angular displacement of at least ninety degrees, and wherein said flexible display is adapted to display at least one indicium representing a slot machine game to said player of said slot machine;

a display driver for controlling said flexible display; and

a controller operatively coupled to said value-input device, said input device, and said display driver, said controller comprising a processor and a memory operatively coupled to said processor,

said controller being programmed to cause said indicium to be displayed on said flexible display, and

said controller being programmed to determine a value associated with an outcome of said slot machine game.

20. (new) The gaming apparatus of claim 19 wherein said controller is further programmed to dynamically change said indicium displayed on said flexible display.

21. (new) The gaming apparatus of claim 20 wherein said flexible display comprises a flexible liquid crystal display.

22. (new) The gaming apparatus of claim 20 wherein said flexible display comprises a flexible light emitting diode display.

23.    (new)  A gaming apparatus comprising:

a reel rotatable about an axis and having an outer circumferential region;

a flexible display mounted on said outer circumferential region of said reel, said flexible display having a flexibility that allows said flexible display to be elastically bent between a substantially straight configuration and a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said reel at two points separated by an angular displacement of at least ninety degrees, and wherein said flexible display is adapted to display an indicium associated with a slots game to said player of said gaming apparatus; and

a controller operatively coupled to said flexible display, said controller comprising a processor and a memory operatively coupled to said processor;

said controller being programmed to store said indicium, and

said controller being programmed to cause said indicium to be displayed on said flexible display.

24.    (new)  The gaming apparatus of claim 23 wherein said controller is further programmed to dynamically change said indicium displayed on said flexible display.

25.    (new)  The gaming apparatus of claim 24 wherein said flexible display comprises a flexible liquid crystal display.

26.    (new)  The gaming apparatus of claim 24 wherein said flexible display comprises a flexible light emitting diode display.